



National Transportation Safety Board

The Accident – Now What?

Managing the Aftermath through
Effective Crisis Communications

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Lac-Mégantic, Quebec

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Could this be you?



Could this be you?

- Reputations suffer
- Credibility destroyed
- Confidence shattered



Could this be you?

Your organization may survive after a poorly handled crisis, but your career may not.

Could this be you?

Your organization may survive after a poorly handled disaster, but your career may not.





Could this be
YOU?



**The way a crisis is publically
handled can either make or
break you.**

Advance Preparation



Advance Preparation

In order to effectively manage after a crisis, you must prepare before the crisis.

Good Execution



Execution Strategies for Effective Crisis Communications

- 1) Prepare Yourself
- 2) Display Command Presence
- 3) Show Compassion
- 4) Demonstrate Transparency
- 5) Project Credibility
- 6) Remember your Message

Crisis Communications Execution Strategy #1

PREPARE YOURSELF

Prepare yourself

- Know the facts
- Identify your talking points
- “Murder board”





Making Transportation Safer
YESTERDAY ★ TODAY ★ TOMORROW

Prepare yourself



Crisis Communications Execution Strategy #2

DISPLAY COMMAND PRESENCE

Command Presence

- Be in control; control the environment
- Don't be overrun by the media

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Command Presence

Please raise your hand.
When I call on you, state your
name, your media affiliation,
and ask your question.
Thank you.



P.S. – Don't be defensive!



Crisis Communications Execution Strategy #3

SHOW COMPASSION

At approximately 9 this morning, a flight operated by ...

Before I go any further, on behalf of the NTSB, I would like to extend our condolences to the families and friends of the victims of this tragic accident.

- Don't *read* this – speak from the heart!
- Show that you care!
- Show compassion!



Crisis Communications Execution Strategy #4

DEMONSTRATE TRANSPARENCY



NBC News Investigation of Crumb Rubber



The way you answer *does matter*

What was the speed of the airplane as it departed the runway?

“I can’t answer that.”

If you are the investigator

“One of the many things the investigation will do is develop a complete timeline of events, including speeds throughout the accident sequence.”

If you are the operator

“The NTSB is conducting the investigation, so that question would best be directed to them.”



Crisis Communications Execution Strategy #5

PROJECT CREDIBILITY

“Stay in your lane”



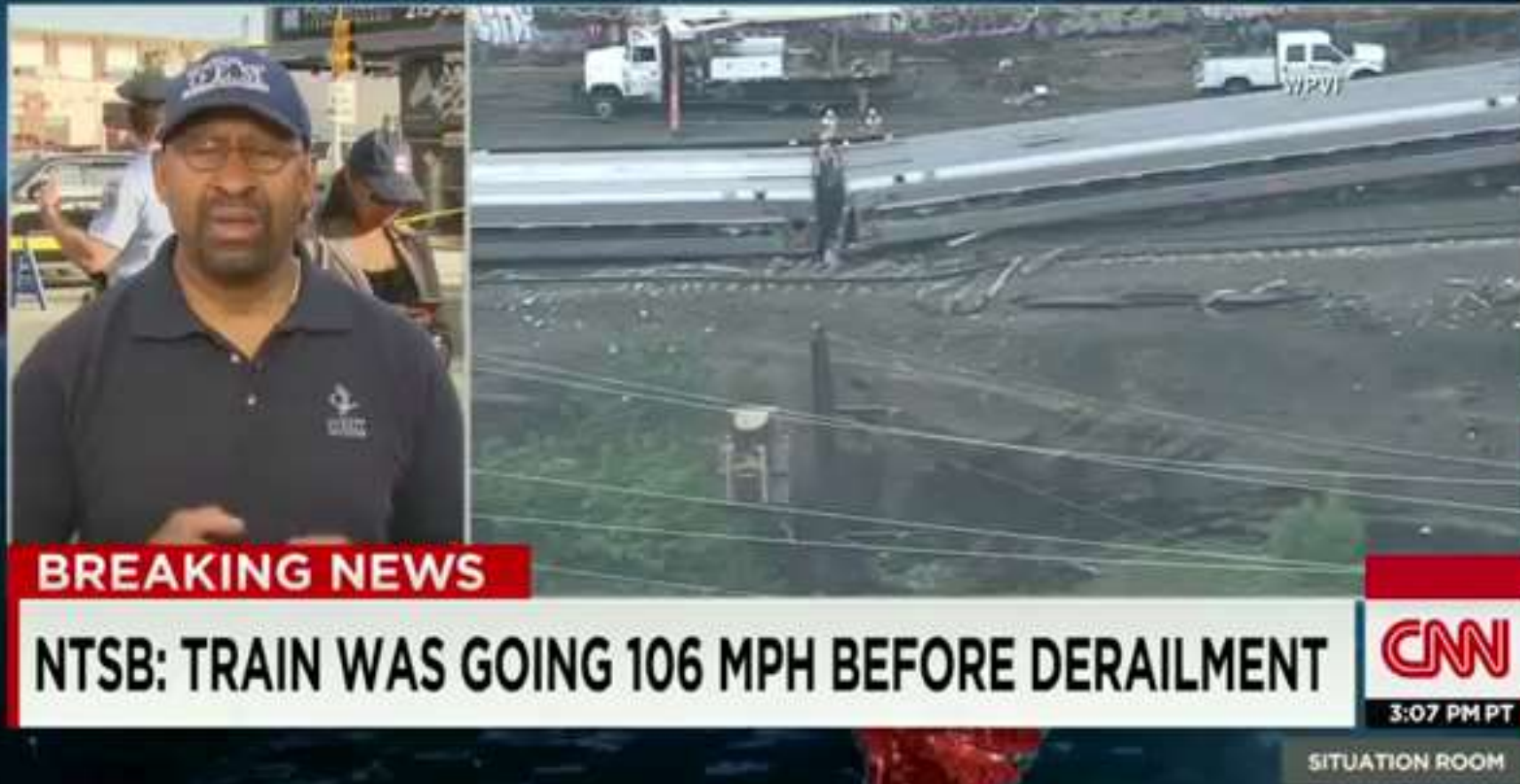
Don't talk about
things that are
outside of your
area.

Stay in your lane



PBS
NEWS
HOUR

Stay in your lane



Stay in your lane



NTSB Official Scolds Philly Mayor's 'Inflammatory' Amtrak Crash Comments

by Josh Feldman | 6:48 pm, May 13th, 2015

VIDEO ⁷⁸



Crisis Communications Execution Strategy #6

REMEMBER YOUR MESSAGE



The Pivot – your best friend.

- When asked a question that you are not prepared to answer, pivot to your message.



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Good Luck!

